

REMARKS

Applicant thanks the Patent Office for the careful attention accorded this application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

In response the final Office Action dated February 10, 2004, Applicant has canceled claims 7-12 without prejudice or disclaimer, and has added rewritten claims 13-16 which are based on several of the limitations from amended claim 7 in combination with the limitations of claim 12 relating to the use of CPIR-enabling Servlets as disclosed in the present Specification and illustrated in Figs. 4E1-4F1, in particular.

Applicant reserves to continue prosecution of the canceled claims in one or more continuations applications.

Applicant also submits herewith a Substitute Combined Declaration of Inventorship and Power of Attorney document, to correct a typographical error in the priority data.

None of the cited prior art references of record disclose, teach or hint at such an Internet-based consumer product brand information management and delivery system as defined by the rewritten claims.

While the Hudetz Patent disclose a general method of Internet-based information resource access using a UPC/URL database server, it does disclose, teach or even hint at the novel Internet-based system of the present invention as clearly defined by the rewritten claims.

The other references have also been considered and they too do not detract from the present invention as claimed.


In view, therefore, of the Amendment and remarks set forth above, the present invention defined by rewritten Claims 13-16 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now believed to be in condition for allowance.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Favorable action is earnestly solicited.

Respectfully submitted,

Dated: August 10, 2004

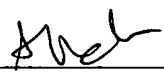


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Dated: August 10, 2004